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**Exhibit O**

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## Edit Audience X

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5

Select the location, age, gender and interests of people you want to reach with your ad.

6

### Gender ?

7

All

Men

Women

8

9

### Age ?

18

65+

10

### Locations ?

11

Locations

Type to add more locations

12

United States

13

United States + 25 mi X

14

15

### Detailed Targeting ?

16

Detailed Targeting  
anxiety

Browse →

17

Anxiety UK

For adv Interests

18

Anxiety and Depression Association of America

19

Interests

20

High Anxiety

Interests

21

Specific

Broad

22

Cancel

23

24

25

26

27

28

1

2 **Edit Audience** X

3 Age ⚙

4 18 ————— 65+

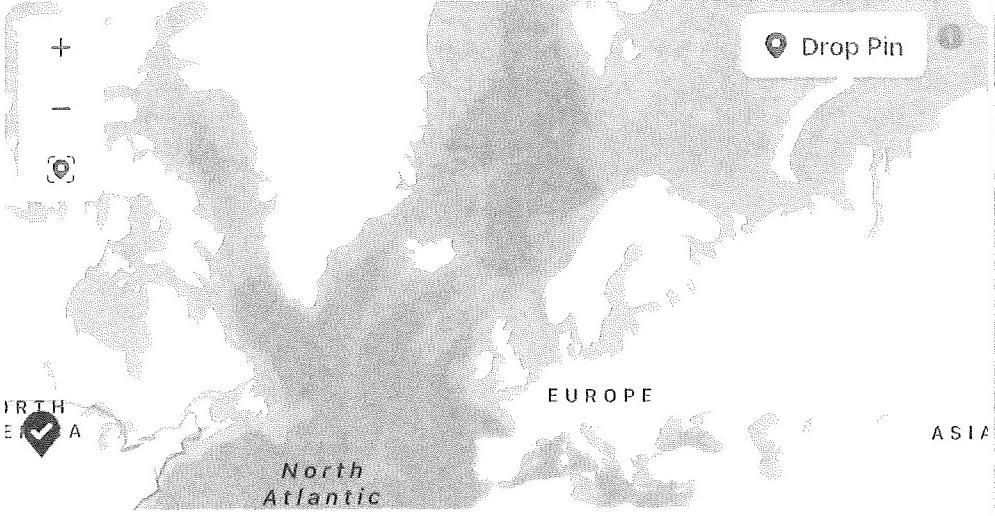
5 Locations ⓘ

6 Locations

7 Type to add more locations

8 United States

9 United States + 25 mi X

10  Drop Pin

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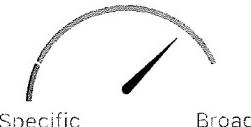
19 Detailed Targeting ⓘ

20  Detailed Targeting

21 seasonal affe| Browse →

22 For adv Seasonal affective disorder

23 interests

24  Potential Reach: 190,000,000 people

25 Specific Broad Your audience selection is fairly broad.

26

27 Cancel

28